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Gladhaven

GLADIOLUS

BULBS

U.S. Department of Agriculture

POCKET SIZE

PRICE LIST and HAND-BOOK

1948



Gladhaven

PASQUALE VASATURO

18 MILLER STREET

MEDFIELD, MASSACHUSETTS



CONNIE OLIVA

(Description on Page 5)

GREETINGS:

Once again it is both a pleasure and privilege to present my annual price list, and once again it is my pleasant duty to thank you for your fine orders last season. — Pasquale Vasaturo.

New 1948 Introductions



MARY DEE

(Vasaturo 1948)

(*Mary Damans* x *Ella May*)

Seedling 38-2-A — A. G. R. No. 376

A new formal white in the medium-sized class. Opens eight creamy-throated white florets on a 20 bud spike, with six more buds in color. Tall vigorous plant.

Mary Dee has the distinction of being the highest scoring seedling (91) during the 1946 NEGS Seedling Show Season.

Mary Dee was also highest scoring seedling at the Massachusetts 1946 Trial Gardens at Waltham Field Station.

Mary Dee is an ideal Florists' Variety, and one that will certainly become very popular.

\$5 Each

Any Size

MARY DEE

New 1948 Introductions



JUNE

(Vasaturo 1948)

(*White Phantasy x Brightside*)

Seedling 39-12-3

June is another Florists' Variety — white with rose border. Opens up to six medium-sized florets on a straight 18-20 bud spike.

June is stunning in basket work and always excites attention at the Boston Show.

June won her NEGS Spurs in 1944 and again in 1947, and was in the Gold Medal Collection at both 1946 and 1947 Boston Show.

Price is within the reach of all — so try it, and let June come bustin' out all over.

\$3

Any Size

JUNE

New 1948 Introductions



YANKEE CLIPPER

YANKEE CLIPPER

(Drake 1948)

(Sport of Picardy)

Seedling (Drake 33) A. G. R. 433

Yankee Clipper comes well recommended; and after seeing this Picardy Sport at the Rhode Island Show and at the NEGS Seedling Shows this past season, it has my complete endorsement.

Yankee Clipper is a blush-ivory giant, with a pink cast that deepens as the florets age. It has the heaviest fluting and the tightest attachment of any Glad in recent years. Opens up to nine six-inch florets on a 20-22 bud spike. Texture is like leather.

Price is low so everyone can try it. Better get aboard now — same prices next year.

\$3 Any Size

Bbts. \$1 ea.; \$10 doz.; \$75 per C.

New 1948 Introductions

PEGGY ANN

(Vasaturo 1948)

(Ella May x Rosemarie Pfitzer)

Seedling No. 39-23-2

Peggy Ann will delight the smaller-sized Glad lovers! Chic and appealing pink with white throat. Tall graceful spikes bear six butterfly-type florets, 18 buds. A fitting companion to my own Dolores.

Award of Merit 1945 and winner of the Carson Brevort Trophy in 1944.

Price **\$2.00** Each

Any Size



Previous Introductions

NEVA

(Vasaturo 1946)

A large pure white with cream throat, 22 buds and six giant florets in charming informal arrangement. Excellent for basket work — (See cut on front cover.)

ETHEL THERESA

(Vasaturo 1947)

A small informal ruffled cream white with wine feather in throat. Opens five three-inch florets on a 16 bud flowerhead.

Previous Introductions

CONNIE OLIVA

(Vasaturo 1946)

A giant deep rich cream that is fast coming into its own. Tall and vigorous yet graceful with 5-6 giant florets on an 18 bud flowerhead.

CLARA JOANNA

(Vasaturo 1946)

A tall glowing red with white penciling on the lower petals. Rank, vigorous grower. Opens up to six giant florets on a 20 bud spike. Heavy propagator and coming commercial.

ANGELA

(Vasaturo 1947)

Heavily ruffled rich cream with attractive claret throat feather. Opens six triangular florets with six more in color resembling rose-buds. Entirely apart from any other cream in commerce today.

DOLORES

(Vasaturo 1943)

Everyone knows and loves this little pink and white young lady.

ELDA

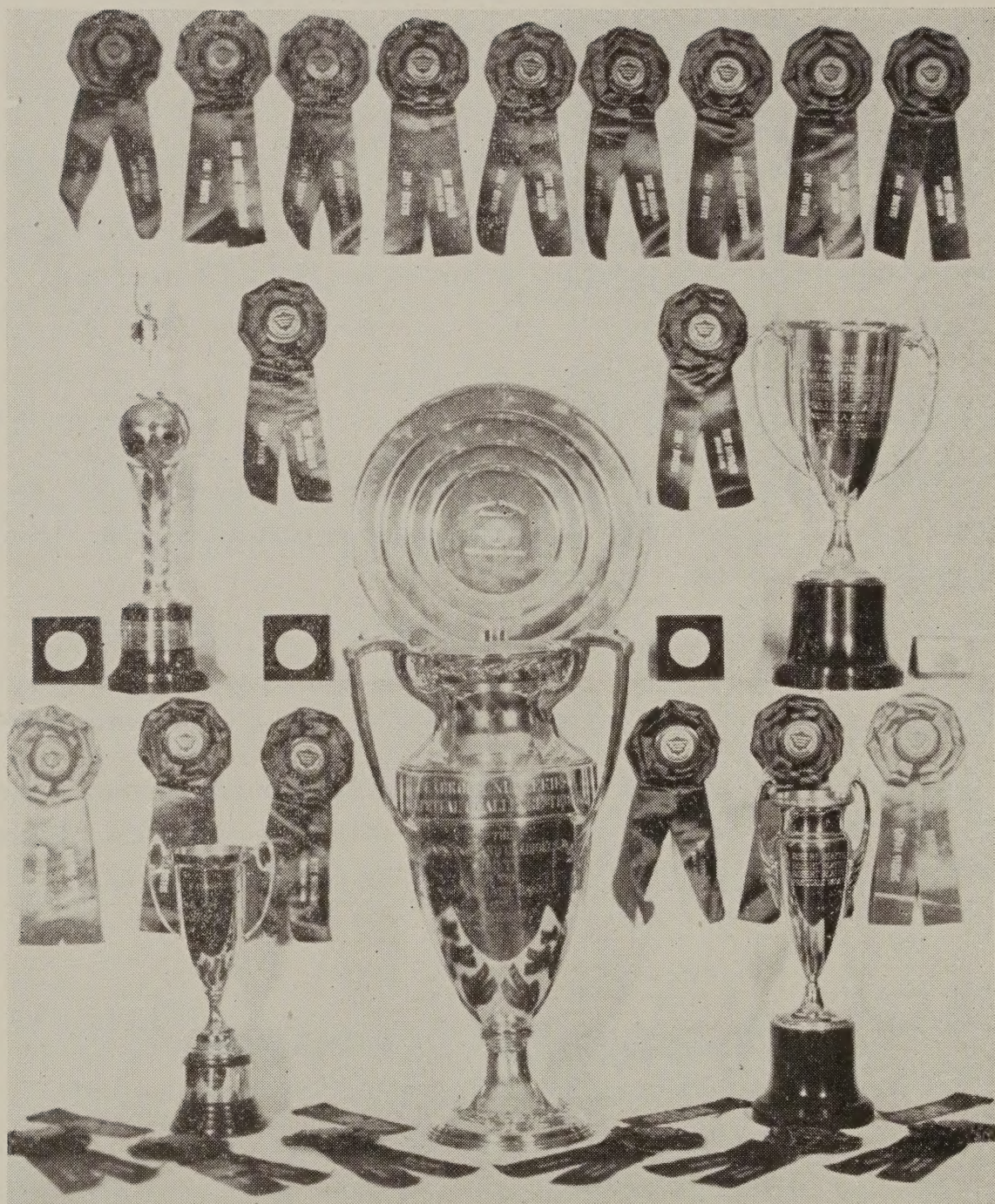
(Vasaturo 1943)

An orange for the small-sized class. Stock scarce.

EVELYN MAY

(Vasaturo 1947)

A tall giant bright red with deeper throat. Plant grows over five feet tall. Twenty buds with 6-7 formal florets on a 26-inch flowerhead. Blooms in 85 days, and from all sizes. See cut on back cover. A good one!



1947 Medals, Trophies and Ribbons
Awarded Gladhaven Glads at 1947 Shows

1947 Prize Winners

NEVA	(6 Awards)
EVEYLN MAY	(4 Awards)
CONNIE OLIVA	(4 Awards)
MARY DEE	(3 Awards)
PEGGY ANN	(3 Awards)
CLARA JOANNA	(4 Awards)
ANGELA	(2 Awards)
JUNE	(2 Seeding Awards)
DOLORES	(3 Awards)



MARION PEARL	PHEDRA	MARGUERITE
ROSY MORN	ALADDIN	BEACON
ETHEL CAVE-COLE	WHITE GOLD	
KING WILLIAM	WINSTON	BADGER BEAUTY
SUSQUEHANNA	BURMA	DEBORAH SAMPSON
CHARMAINE	LEADING LADY	MATOAKA
MRS. MARK'S MEMORY	OGARITA	
FAIR ANGEL	VISTA BONITA	RED CHARM
BINGO	SUNLIGHT	PIONEER
	CAMROSE	MINSTREL
		MARIMBA

SEVERAL SEEDLING AWARDS

The above varieties that won the Ribbons, Medals and Trophies, illustrated on opposite page.

BUSINESS TERMS

Cash with Order. Dozen price is 10 times single rate; 3 or more at dozen rate. No orders accepted less than \$2.00. All retail orders Prepaid in U. S. A.; Wholesale Orders f.o.b. Medfield, Mass.

I. guarantee all Stock to be true to name, insect and disease-free, and will replace any stock found to be unsatisfactory.

This list cancels all previous lists and price policies.

Usual extras and overcount on all retail orders.

BULB DISCOUNTS

- Cash orders of \$3-\$5
- Select 10% Additional Stock.
- Cash orders of \$5-\$25
- Select 15% Additional Stock.
- Cash orders of \$25 and over
- Select 20% Additional Stock.

Discount privileges are for Cash with order, and do not apply to Collections, Wholesale Orders nor items marked "No Discount."

PREPAID PRICE LIST

Variety	Large	Medium	Small	Bulblets
ALADDIN—Giant ruffled orange	3— .25	3— .20	5— .25	100— .35
ALICE AYER—New pure white	2.00	1.00	.50	10— 2.00
ANGELLA—New blotched cream	5.00	4.00	3.00	—
BADGER BEAUTY—Nice lavender15	.10	5— .25	100— 1.40
BEACON—Scarlet and cream	3— .25	3— .20	5— .25	100— .40
BENGASI—Champion light pink	3.00	2.00	1.00	—
BERNECE—Dainty bronze yellow	3— .25	4— .25	5— .25	50— .70
BETTY LEE—Attractive new pink	1.00	Any Size		
BIG TOP—Monster blotched pink15	.10	4— .25	100— 1.50
BURMA—Ruffled deep rose25	.20	.15	10— 1.00
CHAMOUNY—Rose and silver15	.10	4— .25	100— .50
CLARA JOANNA—Brilliant new red	2.00	Large Bulbs Only		
COMMANDO—Giant light scarlet40	.30	.20	
CONCORD—New royal purple50	.35	.25	10— .40

PREPAID PRICE LIST — Continued

Variety	Large	Medium	Small	Bulblets
CONNECTICUT YANKEE—Light pink	2.00	1.50	1.00	—
CONNIE OLIVA—Rugged cream	1.00	.75	.50	10— 2.00
CORONA—Cream with pink edging	3— .25	3— .20	5— .25	100— .50
COVER GIRL—Deep pink75	.50	.25	5— .25
CRINKLECREAM—Light yellow30	.20	.15	—
CRINKLES—Heavily ruffled rose30	.20	3— .25	10— .75
DAZZLER—Blotched orange30	.20	—	—
DOLORES—Small pink and white20	.15	3— .25	20— .50
EARLY DAWN—Dependable salmon pink	3— .25	2— .15	6— .25	100— .25
EARLY ROSE—Exactly as named	3— .25	3— .20	5— .25	100— .25
ELDA—Small orange, in demand25	.25	.25	—
ELIZ. THE QUEEN—Best lavender	2— .35	.20	4— .25	100— .75
ELLEN MARIE—Old favorite salmon	3— .25	3— .20	5— .25	100— .20
ELOISE—Attractive rose10	4— .25	6— .25	50— .10
ETHEL CAVE-COLE—Fine medium pink10	4— .25	6— .25	100— .75
ELWOOD—Dependable lavender10	3— .25	5— .25	100— .90
ETHEL THERESA—Small new cream	1.00	.75	.50	10— 2.00
EVELYN MAY—Robust new deep red	7.50	5.00	3.50	12—10.00
FAIR ANGEL—Creamy white15	3— .25	4— .25	50— .35
FIREBRAND—Choice scarlet-red80	.60	.40	3— .50
FIREFLY—Early light scarlet	3— .25	4— .25	5— .25	100— .50
FLAGSHIP—Red-white and blue	2— .25	3— .25	4— .25	—
GENGHIS KHAN—Ruffled light pink	1.00	.75	.50	—
GLAMIS—Stylish salmon pink20	.15	3— .25	—
GOLDEN ARROW—New yellow	—	1.50	.75	3— 1.00
GRETA GARBO—Blush pink10	2— .15	5— .25	50— .40
HARMAU—Vermillion red10	2— .15	5— .25	50— .65
HAWKEYE RED—Red vagabond prince50	.35	.25	—
HEAVENLY WHITE—Blue-white40	.30	.20	—
HECTOR—Red-white blotch	3— .25	3— .20	5— .25	100— .25
HUNTRESS—Early new lavender	1.25	1.00	.75	10— 1.00
JASMINE—Pale ruffled yellow	3— .35	3— .25	5— .30	—
JEANIE—Shimmering pink	3— .25	4— .25	—	—
JUNE—Cream rose-pink border	3.00	Any Size		
KESTREL—Ruffled orange	1.00	.60	.40	10— 2.00
KING CLICK—Giant red15	3— .25	5— .25	100— .50

PREPAID PRICE LIST — Continued

Variety	Large	Medium	Small	Bulblets
KING LEAR—Well known purple	3— .25	4— .25	6— .25	100— .50
KING TAN—Salmon tan15	.10	5— .25	100— .50
LADY JANE—Formal cream	3— .25	3— .25	5— .25	50— .40
LEADING LADY—Champion cream20	.15	.10	100— .75
LIPSTICK—Lt. pink deeper blotch40	.30	3— .25	10— 1.50
LEONA—Popular rose	3— .25	3— .20	5— .25	50— .25
MAID OF ORLEANS—Cream-white	3— .25	3— .20	5— .25	50— .25
MARGARET BEATON—Blotched white10	2— .15	5— .25	50— .35
MARGUERITE—Watermelon pink20	.15	.10	10— .30
MARION PEARL—Salmon pink75	.50	.25	10— .75
MARY DEE—New white	5.00	Any Size — No Disc.		
MAYLING—Lavender blush15	.10	4— .25	100— .75
MEMOIR—Chaste white-blotch	1.25	.75	.50	—
MINSTREL—Ruffled lavender	1.00	.60	.40	2— .35
MISS WISCONSIN—Best rose glad65	.50	.30	—
MRS. RICHARD McGOVERN—Scarlet25	2— .25	3— .25	50— .65
MRS. MARK'—MEMORY—Red-purple25	.15	2— .15	10— .25
MT. INDEX—White-golden throat20	.15	.10	50— 1.00
MYRNA—Ruffled white10	3— .20	5— .25	—
MYRNA FAY—New early lavender	2.50	1.50	1.00	1— .25
NEVA—Ethereal new white	3.00	2.00	1.00	10— 4.00
OREGON ROSE—Rose and silver15	.10	4— .25	10— .50
ORIENTAL PEARL—Giant cream	2.00	1.50	1.00	10— 2.00
PEGGY ANN—Small pink and white	2.00	Any Size		
PEGGY LOU—Light salmon	3— .25	3— .20	5— .25	—
PICARDY—Special strain	—	—	6— .50	—
PINK RADIANCE—Glistening pink	2— .25	3— .25	—	—
PHEDRA—Salmon-white throat25	.20	.15	—
PIONEER—Nice new salmon	—	.35	.20	—
PRESTIGE—Favorite salmon20	.15	.10	25— .25
PURPLE SUPREME—Well-named15	.10	5— .25	50— 1.00
RED BANK—Dependable red20	.15	.10	25— .25
RED CHARM—World-beater red15	.10	2— .15	50— .75
RIMA—Lilac pink25	.20	.15	—
RIO RITA—Late orange	2— .35	2— .25	4— .25	50— .75
ROCKET—Blazing red	3— .25	3— .20	5— .25	50— .35

PREPAID PRICE LIST — Continued

Variety	Large	Medium	Small	Bulblets
ROI SOLEIL—Early yellow	3— .25	3— .20	5— .25	50— .35
ROSA VAN LIMA—Shell-pink	3— .25	3— .20	5— .25	50— .30
ROSY MORN—Coral red-cream throat	3— .25	3— .20	5— .25	50— .35
ROYAL WINDSOR—Pale scarlet	2.00	1.50	1.00	10— 2.00
SILVER WINGS—Ethereal white	1.00	.80	.60	—
SNOW PRINCESS—Good white10	2— .15	5— .25	100— .50
SPIC AND SPAN—'46 champ pink	3.50	3.00	2.50	—
SPOTLIGHT—Best yellow50	.35	.20	—
SUNLIGHT—Orange shades	2.50	2.00	1.80	1— .25
SURFSIDE—Late white10	2— .15	5— .25	100— .50
TUNIA'S MAHOMET—Smoky plum75	.50	.35	—
VAGABOND PRINCE—Smoky copper15	2— .25	4— .25	—
VULCAN—Medium purple25	.20	.15	10— .25
WHITE GOLD—Cream-yellow throat15	.10	2— .15	50— .75
WINSTON—Ruffled cream10	2— .15	5— .25	25— .25
RUTH MERRY—New pink	1.00			
YANKEE CLIPPER—New pic. spt.	3.00	Any Size		1.00 each

SPECIAL COLLECTION

100 large bulbs of at least 40 varieties (hand-selected from regular named variety storage trays). No better value anywhere. **\$6.00 Postpaid**

Gladiolus Culture in a Nutshell

When bulbs are received, open package and bags at once to admit air and store in cool dry cellar. Correct temperature for bulb storage about 40 degrees fahrenheit.

The proper time to plant is when the ground is somewhat warmed up which is usually about the time trees begin to leaf. Naturally, this condition varies according to the locality, we find we can start bulblets around April 10th, and bulbs a week or so later. The best places to plant bulbs are spots in your garden which get lots of sunlight and away from trees, shrubs, etc., which tend to take all the moisture from the ground.

Gladiolus will grow in any kind of soil, but there must be good drainage. They can take a large amount of moisture but, under no circumstances, will they thrive in continually "wet" spots.

We recommend the "dipping" or "disinfecting" of bulbs prior to planting, regardless of whether they are your own grown stock or new purchases. This is a safe-guard to kill thrips and also any possible disease on the bulbs.

Effective disinfectants which we have used to advantage are Lysol, Bichloride of Mercury or Ceresan. Temperature of the liquid should be around 70 degrees. Treating of bulbs should be done just prior to planting.

Using the Bichloride of Mercury (Corrosive Sublimate) SOAK from 12-16 hours in a solution of one ounce to seven gallons of water. Use only wooden, glass or crockery containers. This is very effective BUT it definitely holds up growth for about a week.

Lysol dip: 1 tablespoon of Lysol to 1 gallon of water, SOAKING the bulbs four to eight hours. We find this very good for both thrips and diseases.

Ceresan: This is a dangerous poison so be careful. Use an ounce of the new improved ceresan to about two gallons of water with an ounce of Spreader added. Mix the spreader and the ceresan thoroughly in a small amount of water first. Bulbs should not be left in this mixture any more than thirty minutes. This treatment particularly good for disease.

If thrips are detected once the plants are well up, two methods are used extensively. Either spraying or dusting. Spraying is a lot of work and we have found that dusting is just as good. 5% D.D.T. powder will do the trick. If you have found this unsatisfactory, then spraying can be done by using either 50% D.D.T. Foliage Spray or Tartar Emetic. If using Tartar Emetic, the proper solution is 3 gallons of water, 4 1/2 teaspoons of Tartar Emetic and 1 cup of brown sugar. If sugar is not available, then use corn syrup or molasses.

Cultivation or stirring of soil is a great factor. This should be done often to keep the soil loose and eliminate all the weeds.

When cutting blooms, do not cut too close to ground. Always leave at least 3 leaves on the plant and more if you can. We ourselves have made it a practice of leaving five and this is much better for the bulbs. Morning is the best time to cut.

After blooming, bulbs mature in four to six weeks and can then be dug. Tops should be cut off close to the bulb and the bulbs spread out in low boxes where air can move around them. Dry as quickly as you can and in about three to four weeks, the old bulb should come off easily. Be sure to burn the old dried out bulbs and roots, do not leave them lying around.

Bulbs should now be in good shape, kept in the proper temperature, until planting time rolls around again.

Caution: Lysol, N. I. Ceresan and Bichloride of Mercury are **POISON**. Handle and store with care.

WHOLESALE LIST

No less than 25 of a Kind and Size at Hundred Rate . Pints of Bbts. at the Quart Rate.

F. O. B. Medfield, Mass. Shipment as Requested.

Variety	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets
BEACON	4.00	3.00	—	—	—	—	Qt. 4.00
CONNIE OLIVIA	64.00	64.00	48.00	48.00	32.00	32.00	100-30.00
CORONA	—	—	5.00	4.00	3.00	2.50	Qt. 5.00
DOLORES	12.80	12.80	9.60	9.60	5.50	5.50	Qt. 50.00
EARLY DAWN	4.00	3.00	2.00	—	—	—	Qt. 5.00
EARLY ROSE	5.00	4.00	3.00	2.00	1.50	1.00	Qt. 4.00
ELOISE	8.00	7.00	6.00	5.50	5.00	3.50	Qt. 7.00
ETHEL CAVE-COLE	5.00	4.00	3.00	2.00	1.50	1.00	Qt. 5.00
ETHEL THERESA	64.00	64.00	48.00	48.00	32.00	32.00	100-30.00
KING LEAR	4.00	3.00	2.00	—	—	—	—
KING TAN	6.00	5.00	4.00	3.00	2.00	1.50	Qt. 15.00
KING WILLIAM	7.00	6.00	5.00	4.00	3.00	2.00	Qt. 25.00
MAID OF ORLEANS	4.00	3.00	—	—	—	—	—
MT. INDEX	—	—	12.00	11.00	9.00	8.00	Qt. 12.00
NEVA	192.00	192.00	128.00	128.00	64.00	64.00	100-30.00
PEGGY LOU	4.00	3.00	2.00	2.00	1.50	1.00	Qt. 4.00
PICARDY (selected str.)	—	—	—	—	8.50	7.50	—
PURPLE SUPREME	—	—	5.00	4.00	3.00	2.50	1/2 Pt. 2.00
ROCKET	5.00	4.00	3.00	2.00	1.50	1.00	Qt. 4.00
ROI SOLEIL	4.00	3.00	2.50	2.50	2.00	1.50	Qt. 4.00
ROSA VAN LIMA	4.00	3.00	2.00	2.00	1.50	1.50	Qt. 4.00
SNOW PRINCESS	5.00	4.00	3.00	2.50	—	—	Qt. 4.00
SURFSIDE	7.00	6.00	—	—	—	—	—
WHITE GOLD	8.00	7.00	6.00	5.00	4.00	3.00	Qt. 10.00
YANKEE CLIPPER							100-75.00
MIXED VARIETIES	4.00	3.00	2.00	1.50	—	—	Qt. 3.00

JOIN

THE NEW ENGLAND GLADIOLUS SOCIETY, INC.

This society is the largest and by far the most active in the world. The Year Book alone is well worth the Membership fee of \$2.00, yet you receive six issues of The Gladiolus Magazine in addition, issued bi-monthly.

I cordially invite you to membership in this progressive Society.

Send your Application together with \$2.00 to

ARNOLD N. DRAKE, Executive Secretary

HORTICULTURAL HALL

Boston 15, Mass.

OUR OUTSTANDING 1947 INTRODUCTION



EVELYN MAY

(Brilliant Red Self-color)